

CITY OF SUNNYVALE
PARKS DIVISION
730-7506

INFORMATIONAL BULLETIN

GREEN FEES FOR GOLF COURSES

Occasionally, Sunnyvale residents inquire regarding the absence of resident discounted daily green fees at Sunnyvale's two courses: Sunnyvale Golf Course and Sunken Gardens Golf Course. Following is some information that may be helpful in this regard.

Our golf courses and all recreation/leisure services are operated out of the Community Recreation Fund, an enterprise Fund. Unlike many municipal courses, ours do not receive support from any property taxes, sales taxes, special taxes or fees, or the City General Fund. All revenue must come from our fees, and all operating and capital expenses are paid from the Community Recreation Fund. When more revenue is received than is required for course operations, it is directed towards the economically challenged, youth, senior and disabled recreation services that are essential to our community, but unable to be self-supporting.

With this in mind City Council has directed staff to provide market-based pricing. For each service and activity (swimming, dance, golf, etc.) staff conduct market surveys and create fee and use practices that match their particular markets. Therefore, many service markets do have "resident discounts" or "non-resident increased fees" while the golf services market does not. And, each year Council considers the golf fees for future years.

In May 1996, following numerous public meetings and review of many options for fee structures, Council approved the current golf green fee structure. This structure has proven very successful, and it provides residents opportunities for discounts in ways that some golfers may not be aware of.

Specifically, residents may purchase a Sunnyvale Advantage Card and play unlimited rounds Mondays through Thursdays for an entire month (available for both courses; and, for Sunken Gardens only at a lower cost). All golfers 16 and under, 60 and above, and disabled golfers receive a similar monthly card (Golf Discount Card) at even lower costs (also available for both courses; and, for Sunken Gardens only at a lower cost). Additionally, a 10% discount may be found when purchasing a ten-play card for weekday play at either course. And, of course, we have discounts for all golfers that play in twilight hours after 3:00 p.m. in summer months or after 1:00 p.m. in winter months.

In review of this topic with City Council, we have found that there are many and various types of discounts and fee structures to be found. We also have found that there was no real way for all golfers to be pleased at all times; and, all golfers (resident and non-resident) are important to maintaining a solid customer base. Each golfer has a favorite place, day, time, fee and reason(s) for that being so. With the current fee structure we have found the numbers of players increasing each year and the customer satisfaction ratings increasing too. Currently our discounts focus on providing the largest discounts to those golfers that play frequently and strongly support our courses.
